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GoWell in the East End
Pre-Games Findings
2012
Community Comparison Report

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University of Glasgow

September

2014

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Community Comparison Report

Introduction

GoWell in the East End is a long-term study of the impacts of the Commonwealth Games (CWG) and associated regeneration activities upon the people and place of the East End of Glasgow. A baseline survey of the study area was carried out between May and August 2012, with key findings presented in a Headline Indicators report available at: www.gowellonline.com. Details of the study area and the survey are given in that report.

A total of 1,015 adult householders were interviewed across the study area, with a response rate of 9.8 per cent¹. The following table shows the breakdown of the achieved sample by constituent community, and the close comparison with the distribution of residential properties across the study area.

Table 1: Achieved Sample by Sub-Area

Sub-Area	Interviews Achieved	% of Total	All Dwellings in Study Area ¹
Bridgeton	355	35.0	36.4
Calton	207	20.4	21.8
Camlachie	58	5.7	4.1
Dalmarnock	98	9.7	9.1
Gallowgate	44	4.3	6.4
Parkhead	253	24.9	22.2
Total	1,015	100.0	100.0

1. Source: GCC Council Tax Register, 2011

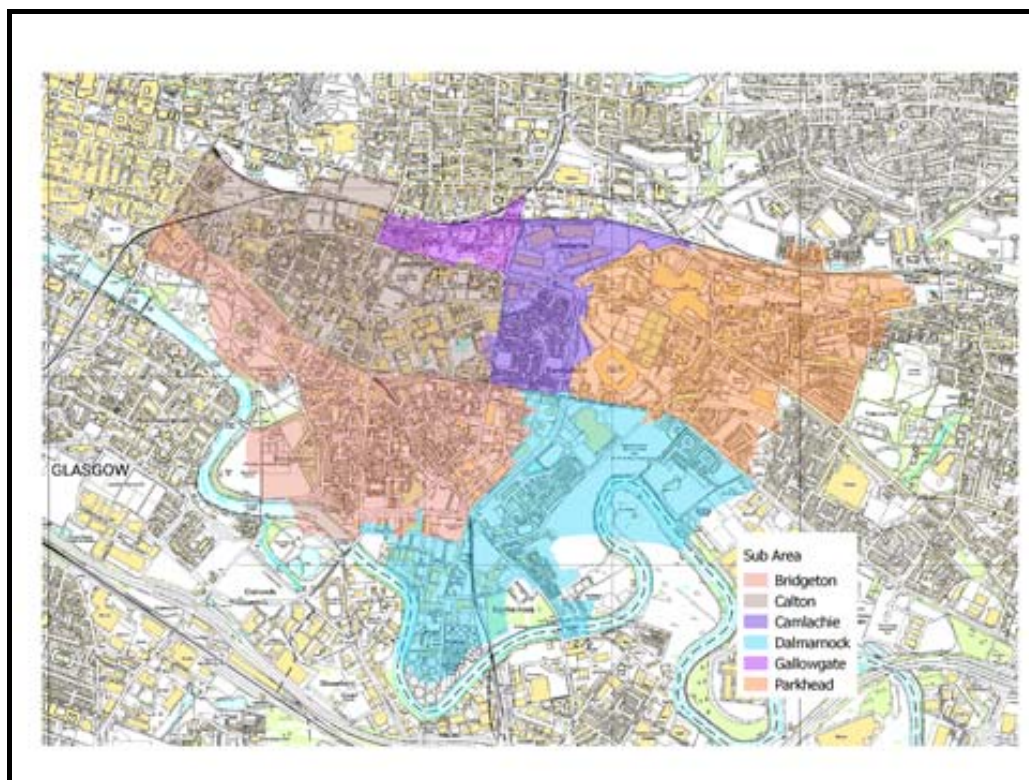
The GoWell East Community Comparison Report is intended to build on community engagement work carried out in the East End over 2013 and early 2014, offering information of interest to social landlords and other stakeholders in the six study communities.

In response to feedback at public and policy engagement events, the report is structured around the following themes:

1. Neighbourhood and Sustainability;
2. Health and Exercise;
3. Quality of Local Amenities;
4. Use of Sports Facilities; and
5. The Commonwealth Games.

Data is presented for each of the six communities that comprise the study area: Bridgeton; Calton; Camlachie; Dalmarnock; Gallowgate and Parkhead. A map showing these community sub-areas is presented below.

Map 1: Study Communities in the East End



The report concludes with an overview of contrasts and comparisons across the study area.

1: Neighbourhood and Sustainability

This section addresses a range of topics related to neighbourhood services, local problems and how participants relate to their environment.

Data presented includes:

- Quality of local services (shops and public transport);
- Perceptions of neighbourhood change over the last three years (better, worse or the same to live in);
- Neighbourhood problems (litter; vacant and derelict land);
- Feeling of safety walking alone after dark.

Quality of Local Shops

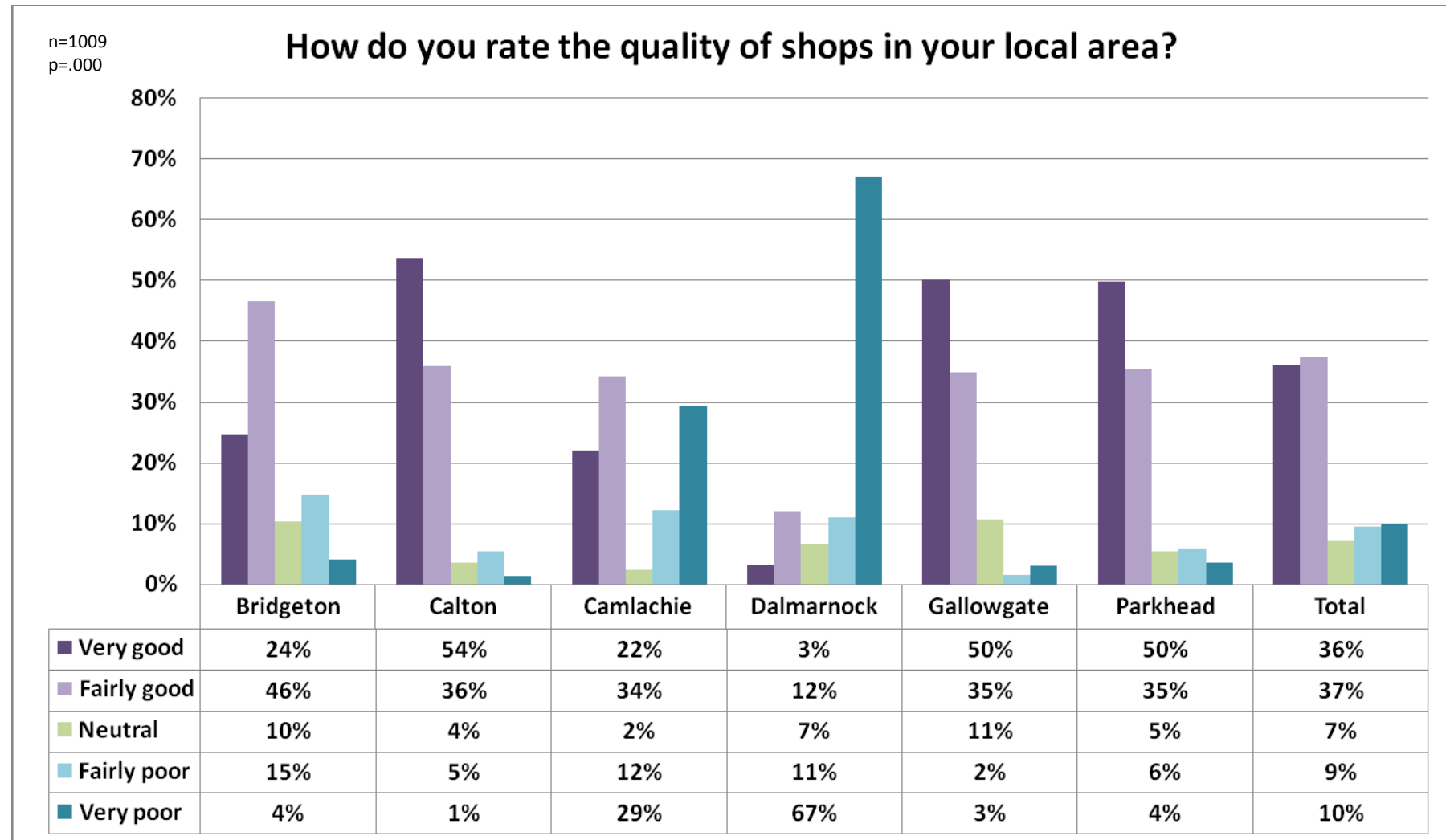
We asked our participants how they rated the quality of shops in their local area on a five-point scale from *very good* to *very poor* (Figure 1).

We found:

- Overall, residents in the study area were positive about local shopping, with nearly three quarters of participants responding *very/fairly good*.
- In Calton, Gallowgate and Parkhead, the largest response category was *very good*, selected by around half of the interviewees in these neighbourhoods. This may reflect particular characteristics of each area: Calton is close to the city centre; Gallowgate has a major, fairly new, supermarket; and Parkhead contains a shopping centre.
- In Bridgeton, the most frequent response was *fairly good* and nearly a quarter of respondents (24.5%) replied *very good*.
- Participants from Camlachie were more divided, as although more than half participants from the neighbourhood considered local shops *very/fairly good*, just over four in ten people responded *very/fairly poor*.

- Dalmarnock stood out since over three quarters (78%) of participants described the quality of local shops as *very/fairly poor* and only 6% replied *very/fairly good*. This community has a lack of shops, and in fact local amenities were closed to make way for CWG developments.

Figure 1 Quality of Local Shops



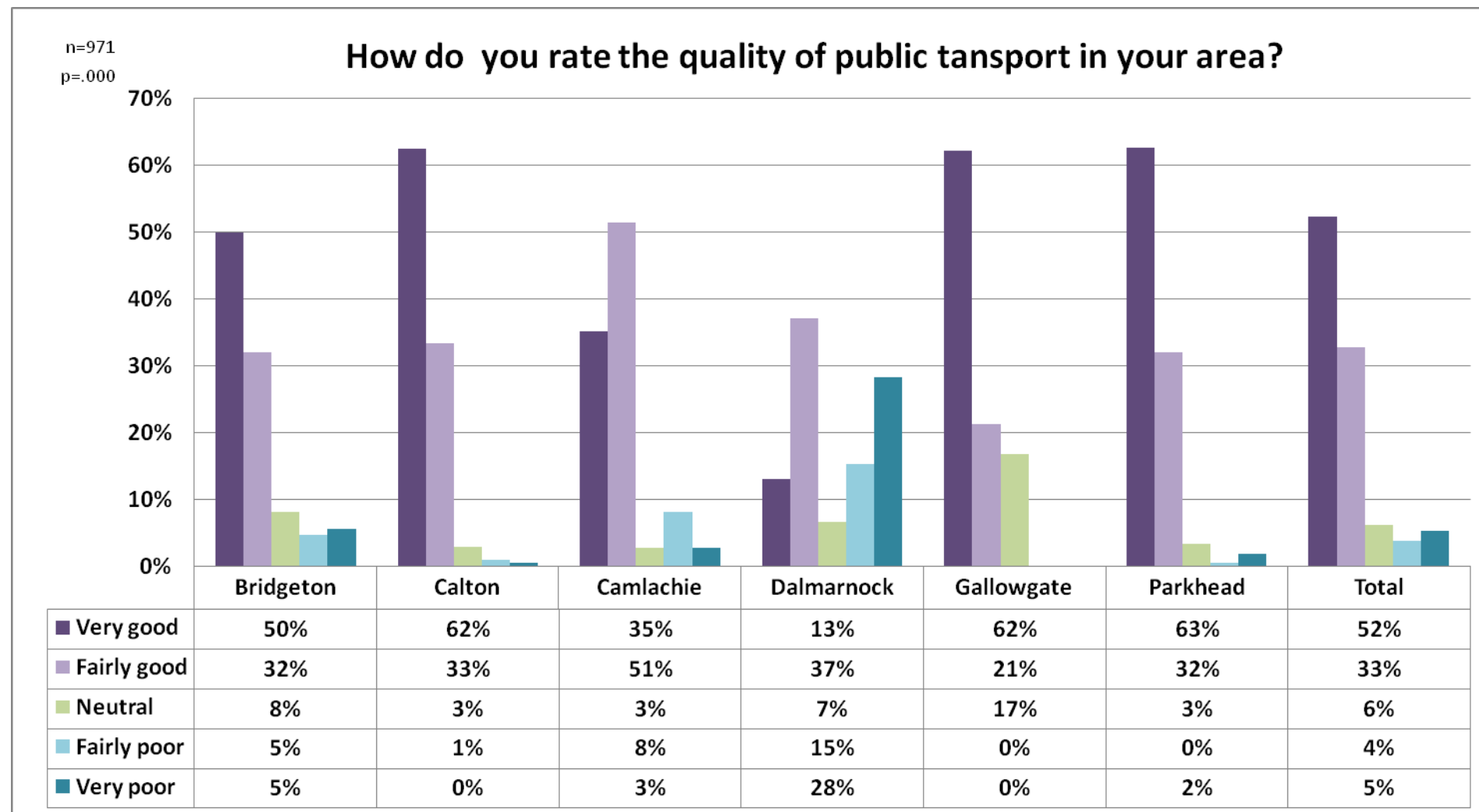
Quality of Local Transport

We asked our participants how they rated the quality of public transport in their local area on a five-point scale from *very good* to *very poor* (Figure 2).

We found:

- Three out of five respondents in Calton, Gallowgate and Parkhead rated public transport services as *very good*, and in Bridgeton half the respondents did so.
- In Dalarnock, only 1-in-8 respondents (13%) rated public transport as very good and over a quarter (28%) rated public transport as very poor. Construction activities around Dalarnock in the two year period leading up to the survey included: the second phase of the Clyde Gateway (then, 'East End Regeneration Route'); cleaning and preparation of land; building works on the Emirates Arena, Sir Chris Hoy Velodrome and Athletes Village and the construction of a new bridge over the railway at Dalarnock. This resulted in sporadic disruption and road closures over a protracted period, leading up to the time of the survey> Additionally, Dalarnock Railway Station was closed and undergoing refurbishment from June 2012 until May 2013.

Figure 2 Quality of Local Transport



Perceptions of Neighbourhood Change

Residents were asked to consider how their area had changed as a place to live in over the last three years and choose from three options:

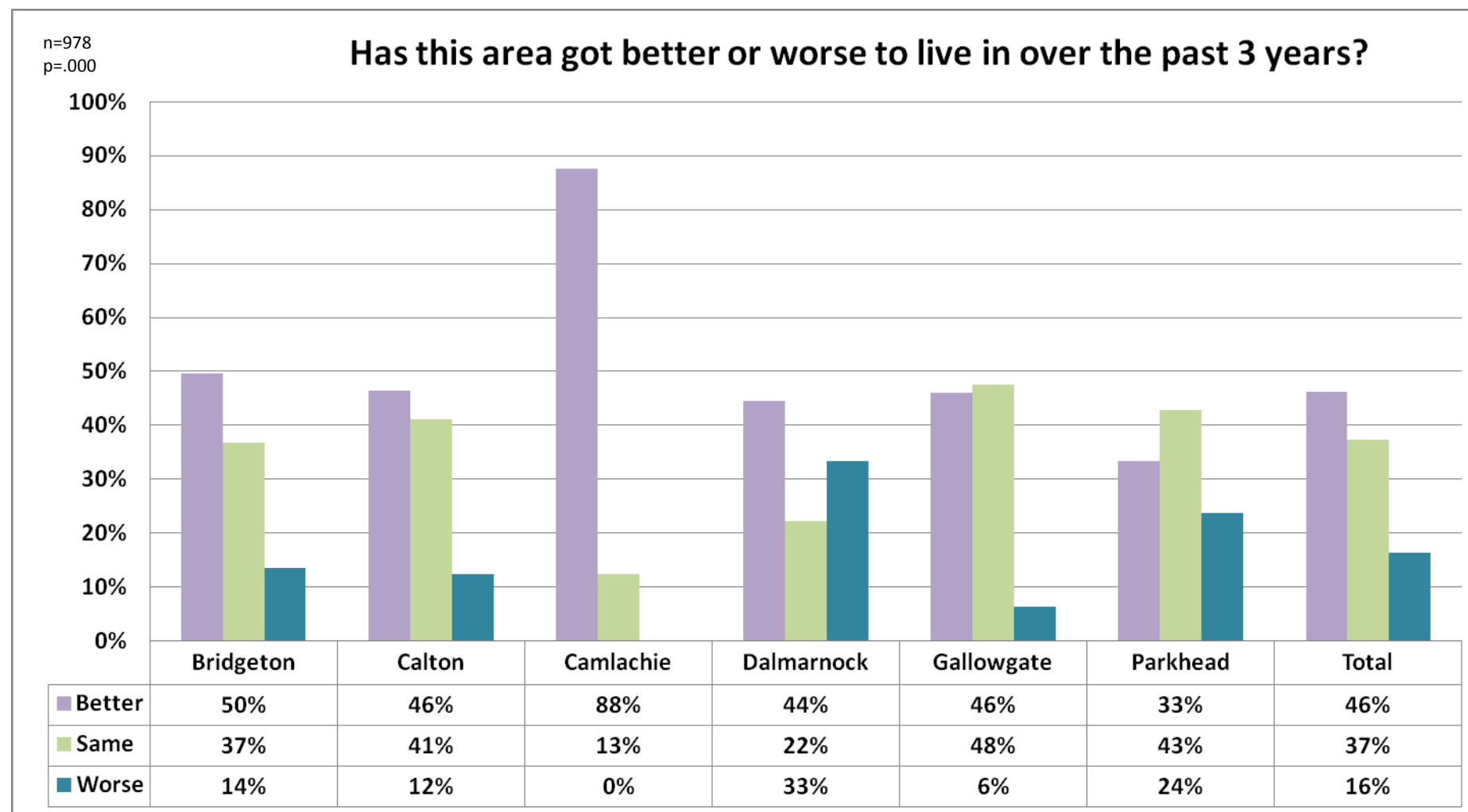
- The area has got better
- The area has stayed the same
- The area has got worse

Results can be seen in Figure 3.

We found:

- In all study communities more people thought their local area had got better in recent years than thought it had got worse.
- At one extreme, almost 9 out of 10 respondents in Camlachie thought their area had got better in the past three years. In this relatively small community, West of Scotland Housing Association has been pursuing a regeneration strategy that has involved the provision of new social housing.
- At the other extreme, in Dalrnarnock and Parkhead, the balance between those who thought the area had got better and those who thought the area had got worse, was very narrow, at 11% and 9% respectively (in favour of 'got better'). In Dalrnarnock in particular, at the time of the survey, none of the new developments in the area had been opened and infrastructure works were still ongoing.

Figure 3 Perceptions of Neighbourhood Change



Neighbourhood Problems - Litter

Interviewees were asked to rate whether 'rubbish or litter lying around' in their neighbourhood was a serious problem, a slight problem or not a problem (Figure 4).

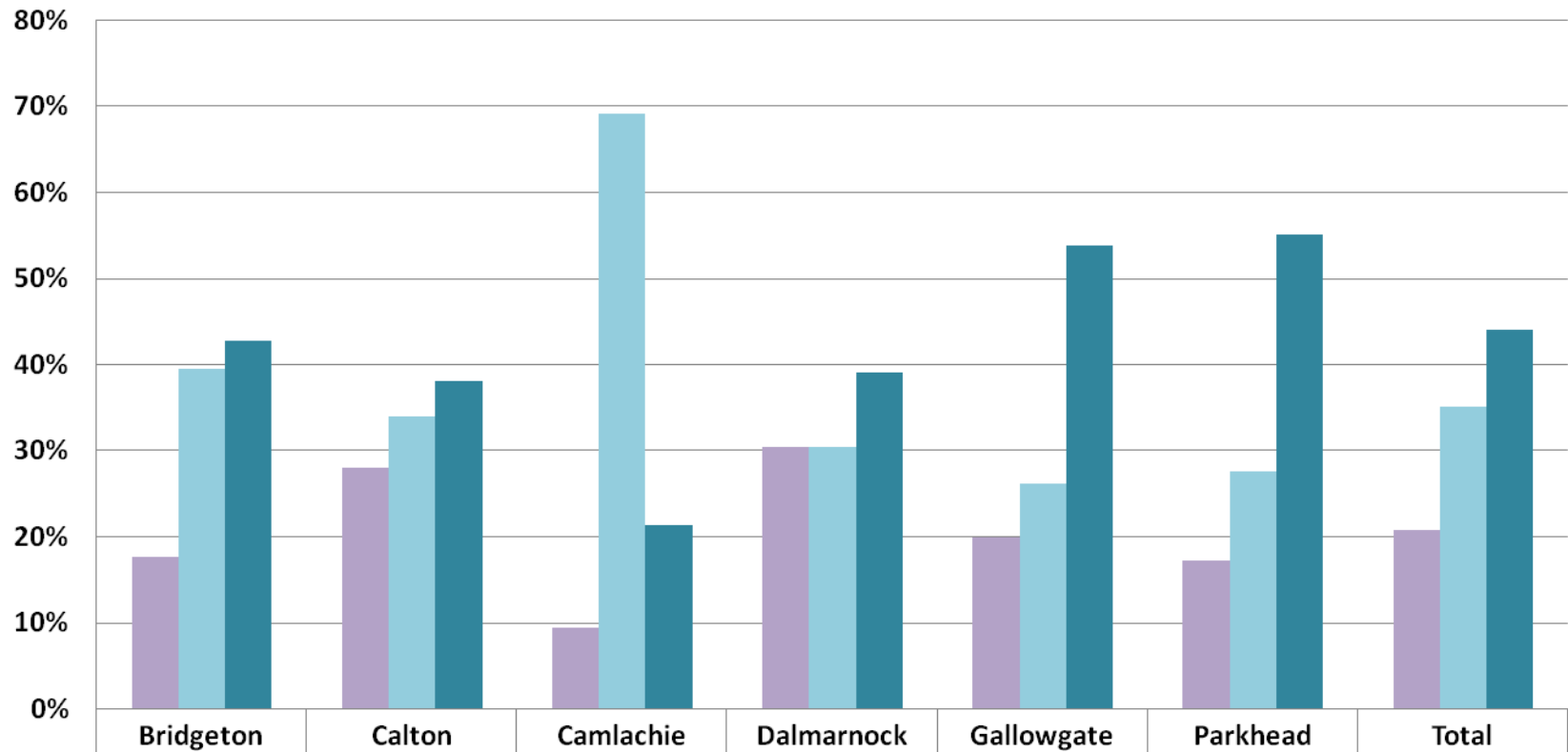
We found:

- Few people, at most 30% but more typically 10-20%, thought litter and rubbish were *not* a problem in their area.
- Typically 4 or 5 people out of ten thought litter and rubbish were a serious problem.
- More people thought litter and rubbish were a serious problem in Gallowgate and Parkhead (just over 50%) than in the other areas.

Figure 4 Neighbourhood Problems - Litter

Is litter or rubbish lying around a problem in your local area?

n=1009
p=.000



Not a problem	18%	28%	10%	30%	20%	17%	21%
Slight Problem	40%	34%	69%	30%	26%	28%	35%
Serious Problem	43%	38%	21%	39%	54%	55%	44%

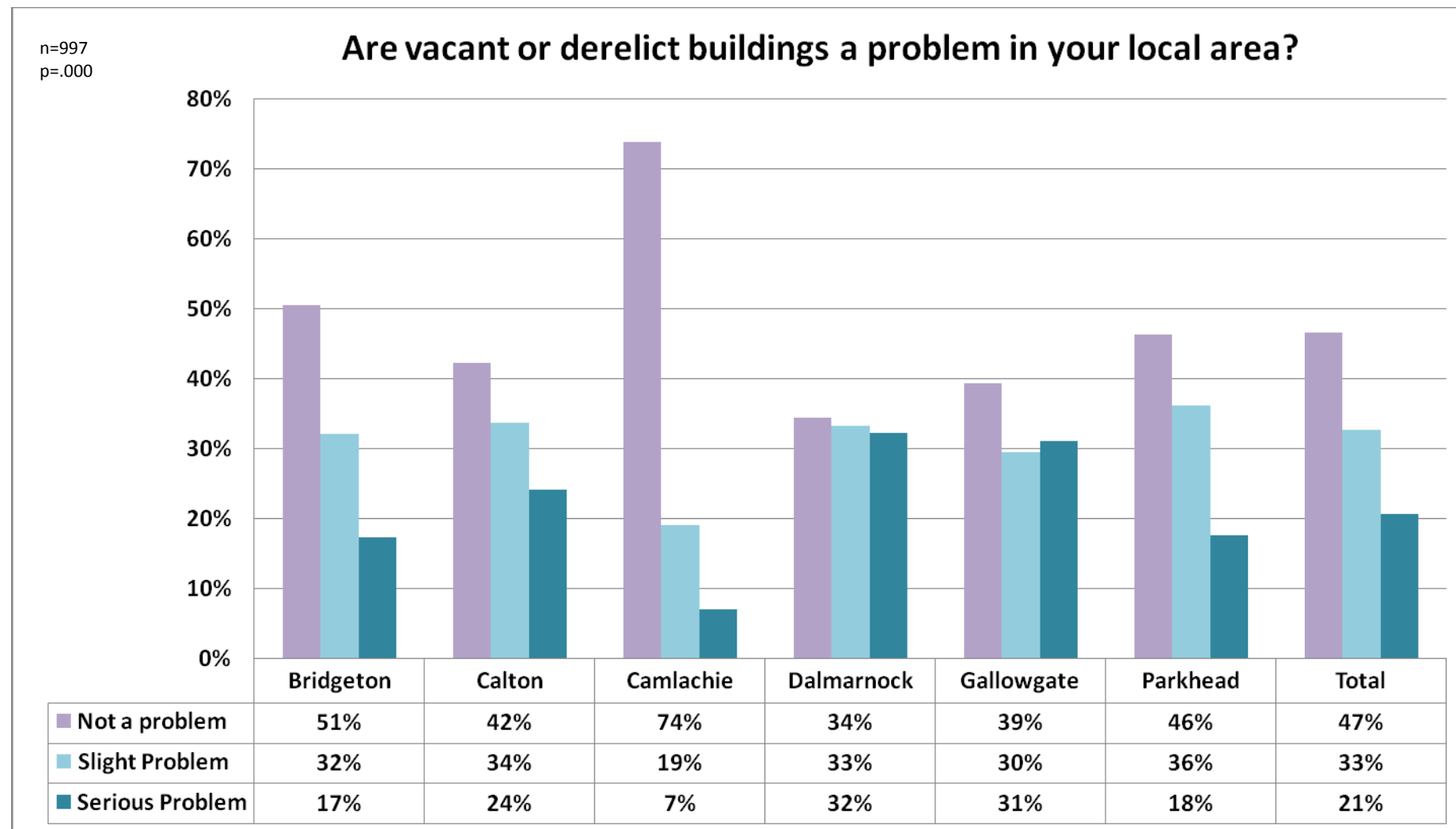
Neighbourhood Problems - Vacant or derelict buildings or land sites

Interviewees were asked to rate whether 'vacant or derelict buildings or land sites' in their neighbourhood was a serious problem, a slight problem or not a problem (Figure 5).

We found:

- Vacant and derelict land was not considered as widespread a problem as litter and rubbish, with a fifth of respondents across the study area considering it a serious problem in their area.
- In Camlachie, three quarters of respondents thought vacant and derelict land was not a problem. In this area, unmanaged green spaces sit within housing areas, and are used for recreation.
- In Dalarnock and Gallowgate, nearly a third of respondents consider vacant and derelict land to be a serious problem. In Dalarnock there are extensive areas of vacant and derelict land, lying south of the main residential area.

Figure 5 Neighbourhood Problems - Vacant land or derelict buildings



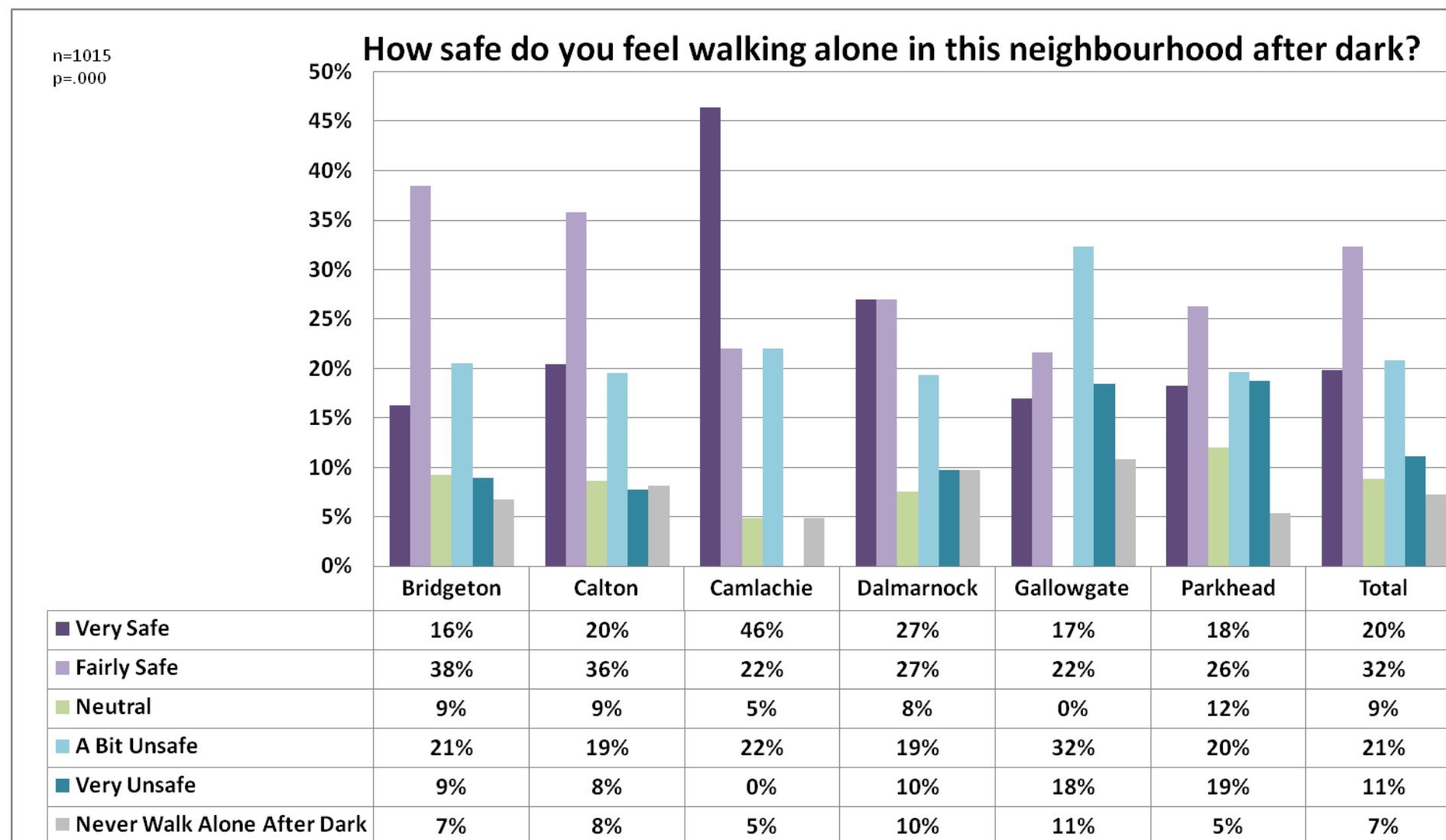
Feelings of Safety

Participants were asked 'How safe would you feel walking alone in this neighbourhood after dark?' Response options offered varied through *very safe*, *fairly safe*, *neither safe nor unsafe*, *a bit unsafe*, and *very unsafe*. Additionally, some interviewees noted that they never walked alone after dark; these responses were also recorded (Figure 6).

We found:

- In four of the six communities - Bridgeton, Calton, Camlachie and Dalmarnock- the majority of people said they felt safe walking alone after dark.
- Feelings of safety were highest in Camlachie, where two-thirds of respondents (68%) said they felt safe walking alone after dark, and a quarter (27%) said they felt unsafe or never walk alone after dark.
- In Gallowgate, on the other hand, only two-in-five (39%) of respondents said they felt safe walking alone after dark, and three-in-five (61%) said they felt unsafe or never walked alone after dark. No-one in Gallowgate offered a neutral response to the question.

Figure 6 Feelings of Safety



2: Health and Exercise

This section outlines participants' views on their health and exercise behaviour before exploring local factors which might support an active lifestyle.

Data presented includes:

- Self-rated health;
- Long-standing illness;
- Current exercise behaviour.

General Health - Self-assessment

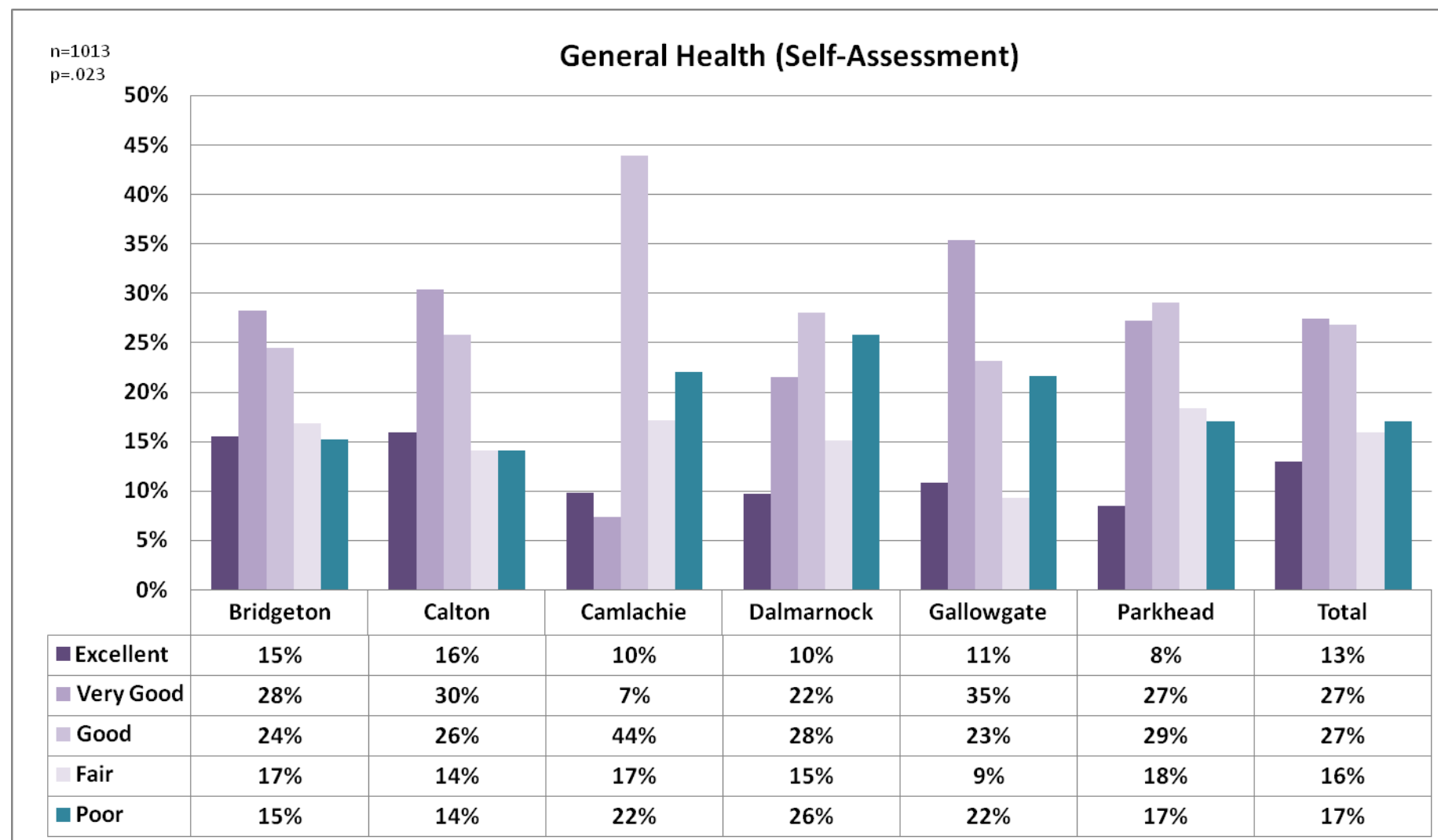
Interviewees were asked if they would, in general, say their health was *excellent*, *very good*, *good*, *fair* or *poor* (Figure 7).

We found:

- The study communities divided into two groups on this question. In three communities - Bridgeton, Calton & Gallowgate, over four-in-ten respondents rated their health as *excellent* or *very good*. In the other three communities - Camlachie, Dalrnarnock & Parkhead - a third or fewer did so.
- Self-rated health was worst in Camlachie and Dalrnarnock, where two-in-five respondents rated their health as 'fair' or 'poor'.
- Self-rated health in our study area is worse than in Greater Glasgow as a whole. In our study area, a third (33%) of respondents rated their health in 2012 as fair or poor, rising to 39% and 41% in two of the communities. Across Greater Glasgow as a whole in 2011, 25% of respondents to the local health board's survey rated their health as 'fair' or 'bad'¹.

¹ NHS Greater Glasgow and Clyde, 2011 Health and Wellbeing Survey Main Findings Report, Table 2.2. Note that this survey used different response categories to ours, though they can still be divided into the 'good' and 'not good' responses.

Figure 7 General Health (Self-assessment)



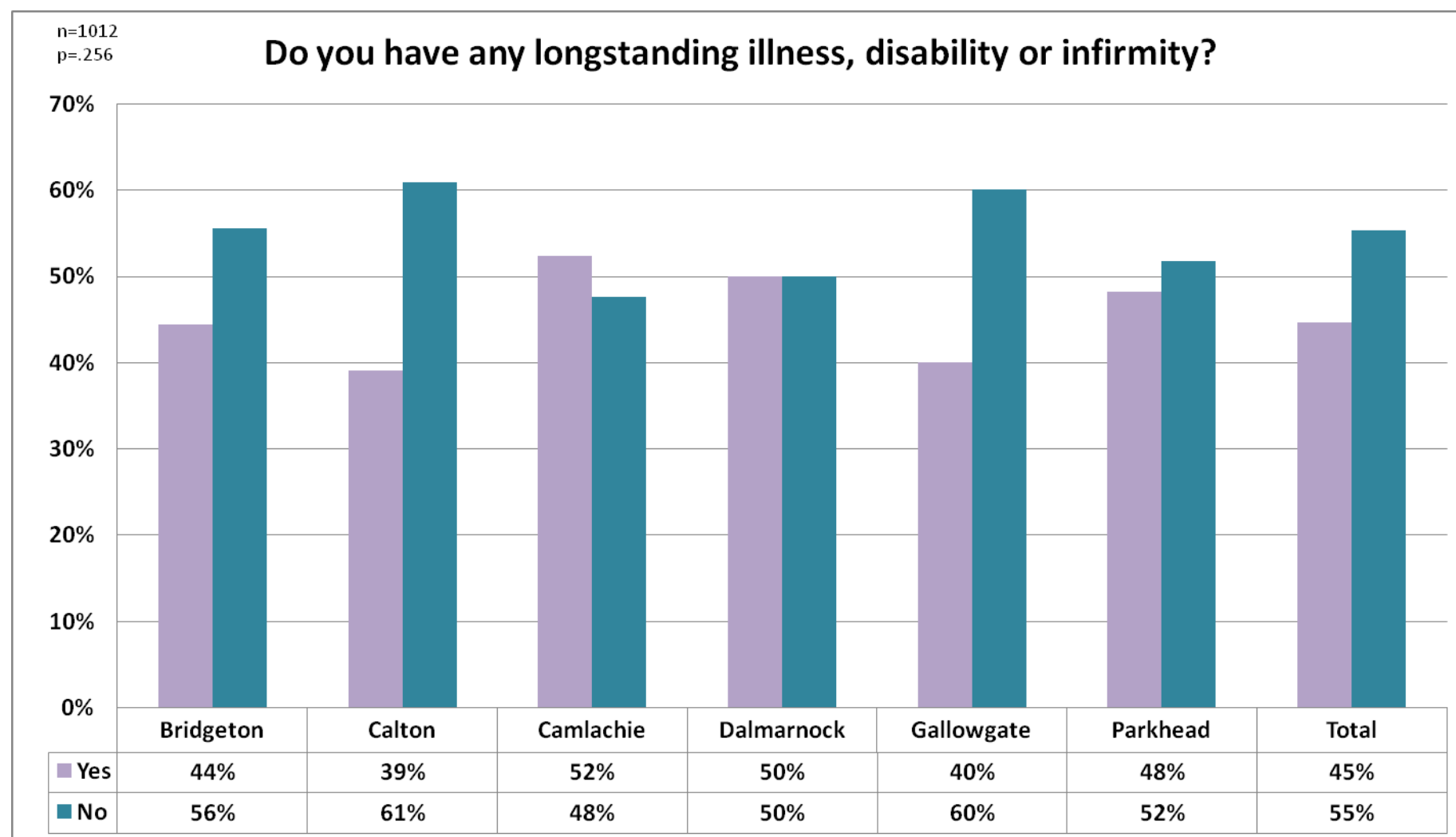
Longstanding Illness, Disability or Infirmary

We asked our participants 'Do you have any longstanding illness, disability or infirmity? 'Longstanding' means anything that has troubled you or is likely to affect you over a period of time' (Figure 8).

We found:

- In three of the communities - Bridgeton, Calton and Gallowgate - approximately two-in-five respondents reported having a long-term illness, disability or infirmity. Although across the study area as a whole there is no significant difference in the distribution of longstanding illness, we suspect these three communities, particularly the latter two, have undergone more population change over the past decade than the other study communities, and that this may be suggestive of a lower prevalence of long-term illnesses among the resident population.
- In the other three communities - Camlachie, Dalmarnock and Parkhead - around half the respondents reported having a long-standing illness, disability or infirmity.

Figure 8 Longstanding Illness, Disability or Infirmary



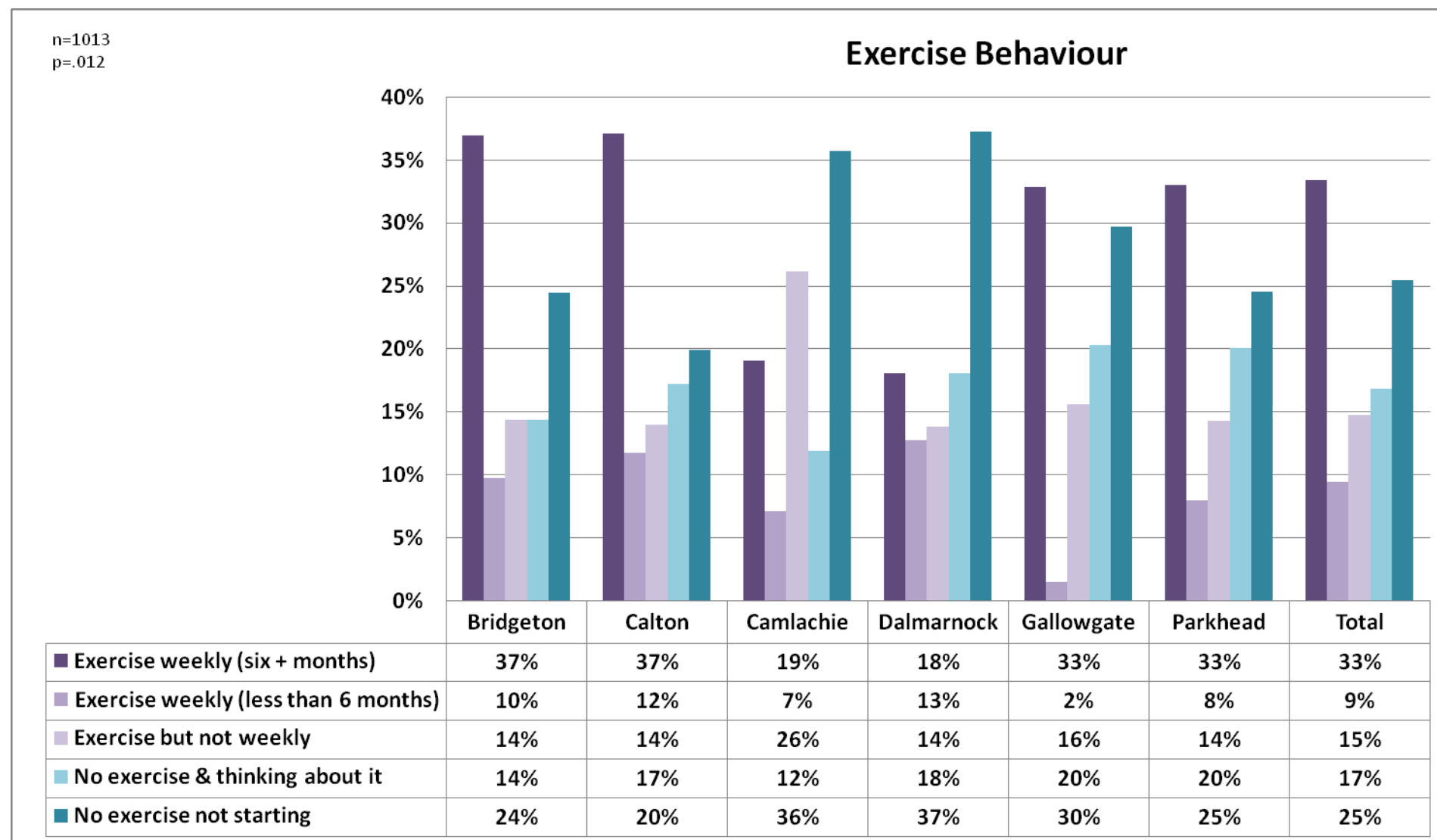
Current Exercise Behaviour

Survey participants were told by the interviewers: 'I am now going to ask you about taking exercise. Exercise is any activity which you do to improve your health and fitness. This can include walking where you have decided to do it for health or fitness reasons.' After this, participants were read a number of statements and asked which best described their current behaviour (Figure 9).

We found:

- A third of the cohort were committed, regular exercisers, i.e. exercising weekly for six months or more. This group were largest in Bridgeton and Calton, at 37% in each community.
- Camlachie had the largest group of irregular exercisers, i.e. exercise but not weekly, at a quarter of the respondent in this area (26%).
- Dalmarnock and Gallowgate had the largest group of uncommitted, unlikely exercisers, i.e. no exercise and not starting, at around half the respondents in each case. Dalmarnock is the community which is closest to the new sports facilities in the East End.

Figure 9 Current Exercise Behaviour



3: Quality of Local Amenities

Local amenities are important resources for people to use for physical activity, exercise and sport. We asked people both how they rated the quality of amenities and how much they used them. In this section we look at community variations in the following indicators:

- Quality of local sports facilities, parks/ green spaces, cycleways and children's play areas.

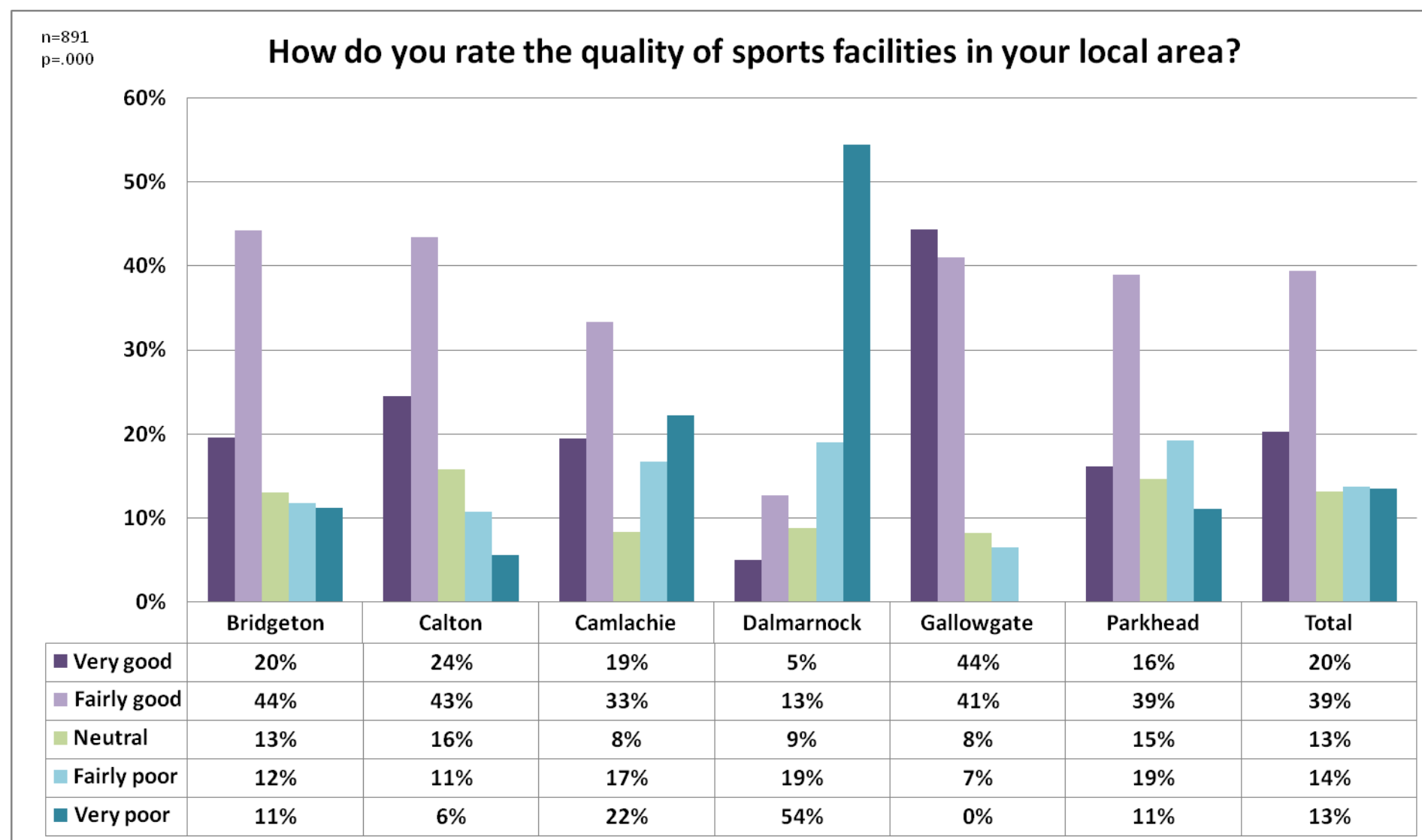
Quality of Local Sports Facilities

We asked our participants how they rated the quality of sports facilities in or near their local area (Figure 10).

We found:

- Overall, six out of ten (59%) respondents rated local sports facilities as *fairly* or *very good*. A quarter (27%) of respondents rated local sports facilities as *fairly* or *very poor*.
- Gallowgate had by far the highest ratings for quality of local sports facilities, with over 8-in-10 respondents rating them as *very* or *fairly good*. The *Glasgow Club* Crownpoint Sports Centre run by Glasgow Life lies just on the southern boundary of this community.
- After this, two-thirds of respondents in Bridgeton and Calton rated their local sports facilities as good.
- The worst ratings for local sports facilities were given by residents in Dalmarnock, with three-quarters of respondents rating them as *fairly* or *very poor*. The Emirates Arena, located in Dalmarnock, had yet to open at the time of the 2012 survey. As well as being a high-profile sports venue, the Emirates Arena was built as another of the *Glasgow Club* Sports Centres, with a gym and sports facilities accessible to all *Glasgow Club* members.

Figure 10 Quality of Local Sports Facilities



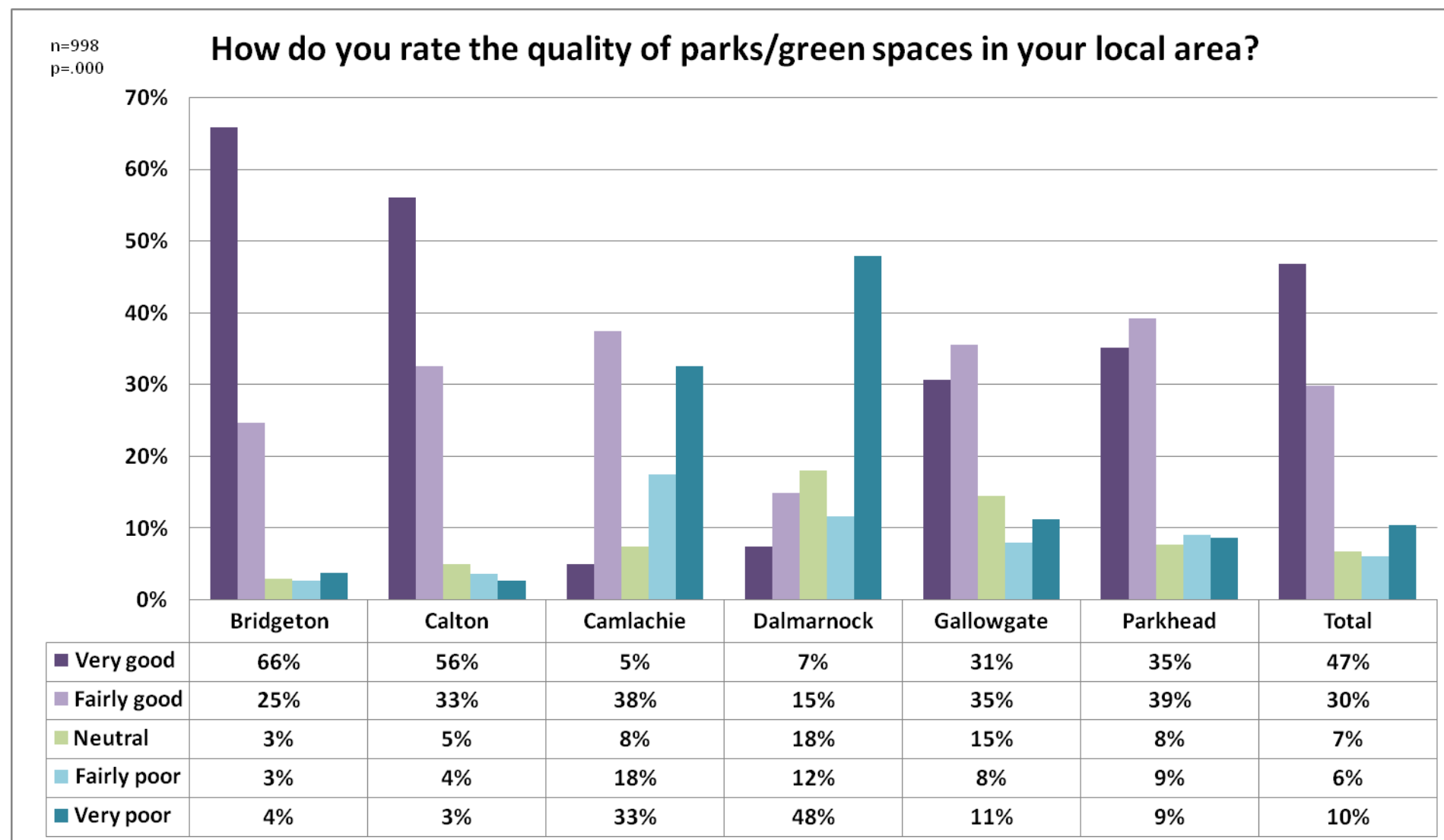
Quality of Local Parks and Green Spaces

Participants were also asked how they rated the quality of parks and green spaces in or near their local area (Figure 11).

We found:

- Overall, three quarters (77%) of respondents rated local parks and green spaces as *fairly* or *very good*. One in six respondents (16%) rated them as *fairly* or *very poor*.
- In Bridgeton the Calton, nine out of ten respondents rated parks and green spaces as *very* or *fairly good*. Parts of Bridgeton and Calton run alongside the large 'Glasgow Green' park, as well as having several smaller local green spaces.
- In Gallowgate and in Parkhead, the majority of respondents rates local parks and green spaces as *very* or *fairly good* (two-thirds and three-quarters, respectively).
- In Camlachie and Dalmarnock, half or more of respondents rated local parks and green spaces as *fairly* or *fairly poor*, compared with other areas where one-in-ten or fewer did so. Dalmarnock of course has the most vacant and derelict land in the study area. Further, at the time of the survey, the riverside areas near the Athletes Village were not accessible to the public.

Figure 11 Quality of Local Parks/Green Spaces



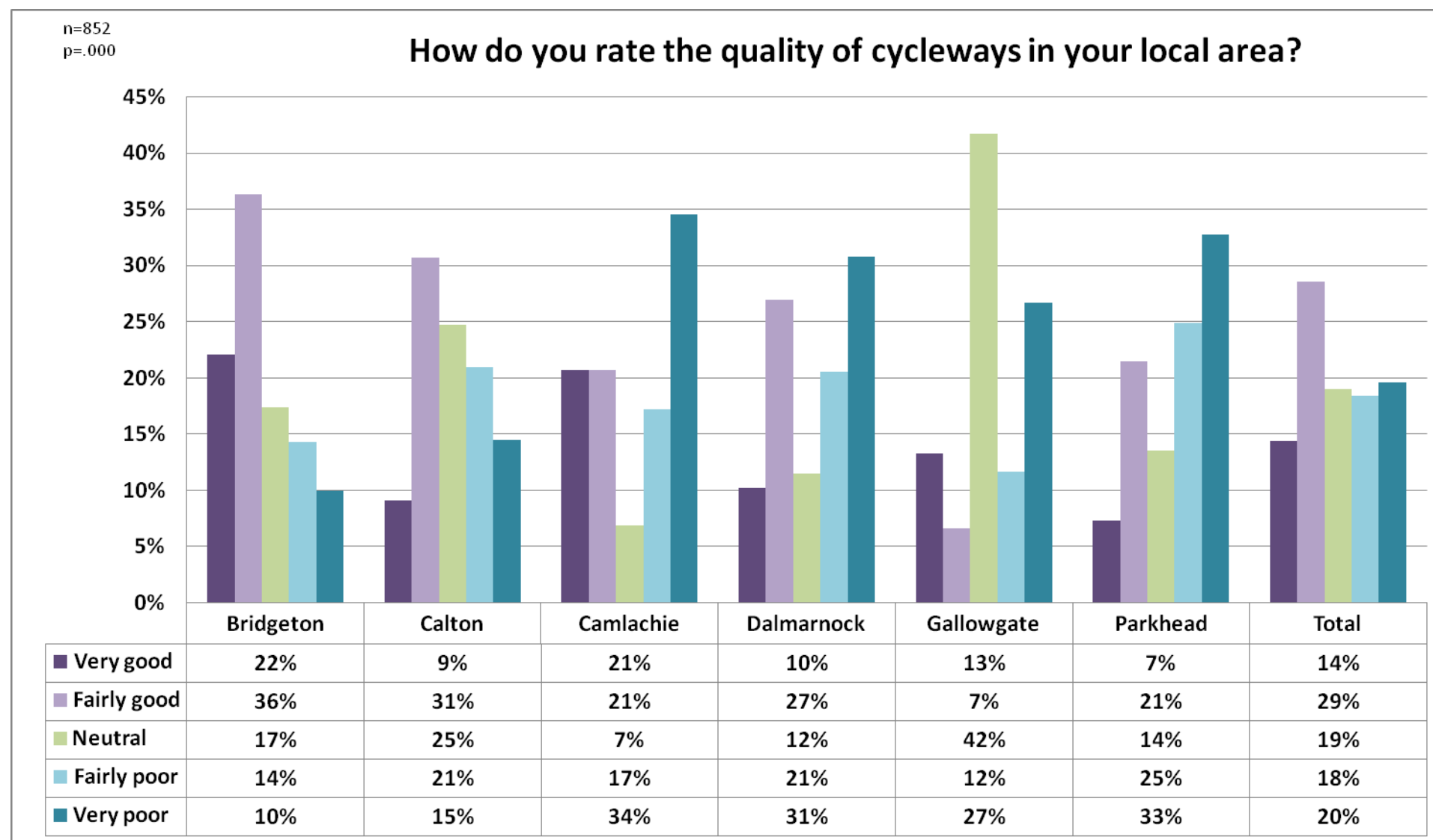
Quality of Local Cycleways and Tracks

Interviewees were asked to rate the quality of cycleways and tracks in or near their local area (Figure 12).

We found:

- Overall, two out of five (43%) of respondents rated cycleways and tracks as *fairly* or *very good*. A similar number of respondents (38%) rated them as *fairly* or *very poor*.
- Cycleways and tracks were rated best by far in Bridgeton, where six out of ten respondents rated them as *fairly* or *very good*. Bridgeton has cycleways and tracks in Glasgow Green as well as along London Road.
- By contrast, in Camlachie, Dalmarnock and Parkhead, half or more of respondents rated cycleways and tracks as *fairly* or *very poor*. The new cycleway alongside the Clyde Gateway Road had only recently opened prior to the survey at the same time as the road itself, in April 2012.
- In Calton, more people thought cycleways and tracks were good than thought they were poor, whereas the reverse was the case in Gallowgate.

Figure 12 Quality of Local Cycleways

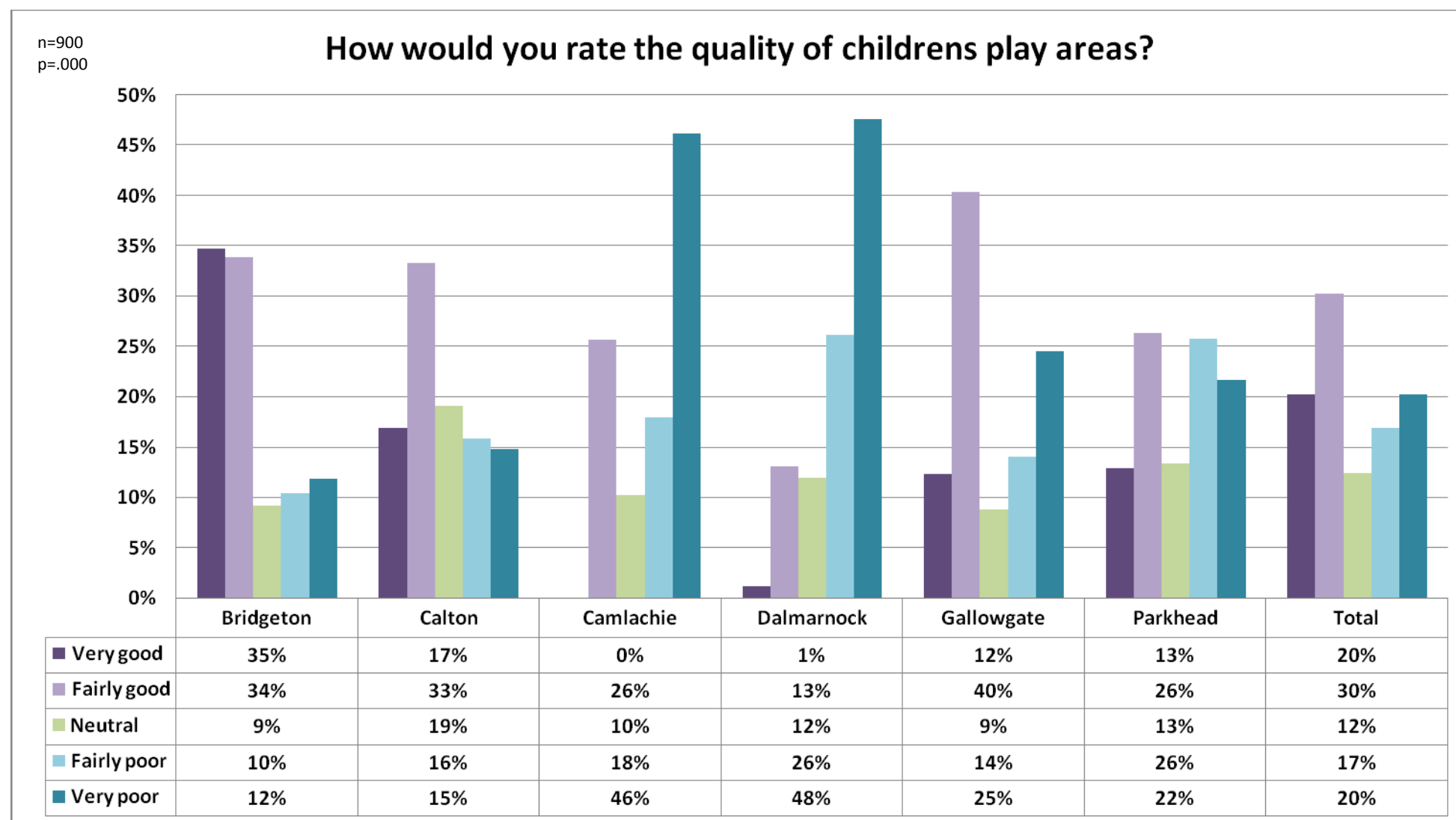


Quality of Local Play Areas for Children

We found:

- Overall, half of the residents who responded to the question described children's play areas in their local neighbourhood as *very/fairly good*. Nevertheless, there were significant variations in response, both within and between the different study subareas.
- In all of the study neighbourhoods, a minimum of two in ten interviewees classified local children's play areas as *very/fairly poor*. In Camlachie, Dalmarnock and Parkhead, more people who responded viewed local play facilities negatively than positively.
- In Dalmarnock, nearly three quarters of residents interviewed (74%) classified children's play facilities as *very/fairly poor*. In Camlachie that figure was nearly two thirds (64%). Furthermore, none of the Camlachie interviewees and only 1% of Dalmarnock interviewees ranked children's play areas as *very good*.
- There was a divided picture in Parkhead, although a majority (47%) of people responding rated children's play areas *fairly/very poor* while 39% selected *very/fairly good*.
- In Calton half of those surveyed classified children's play facilities *very/fairly good* but this neighbourhood also had the greatest frequency of *neither good nor poor* responses (19%) and over three in ten people rated children's play areas negatively (31%).
- Gallowgate interviewees were almost evenly divided between positive and negative ratings of play areas positively (53% *very/fairly good* and 49% *very/fairly poor*).
- Bridgeton residents were particularly positive about local amenities, with over two thirds of respondents (68.5%) selecting *very/fairly good*. Despite this, more than one in ten of the Bridgeton interviewees considered children's play facilities *very/fairly poor* (22%).

Figure 13 Quality of Local Play Areas for Children



4: Use of Sports Facilities

In this section, we look at participants' reported use of sports halls/gyms, and use of a swimming pool. We also asked examine whether that use was in the East End. Finally, we asked participants whether they intended to use new or improved sports facilities linked to the CWG.

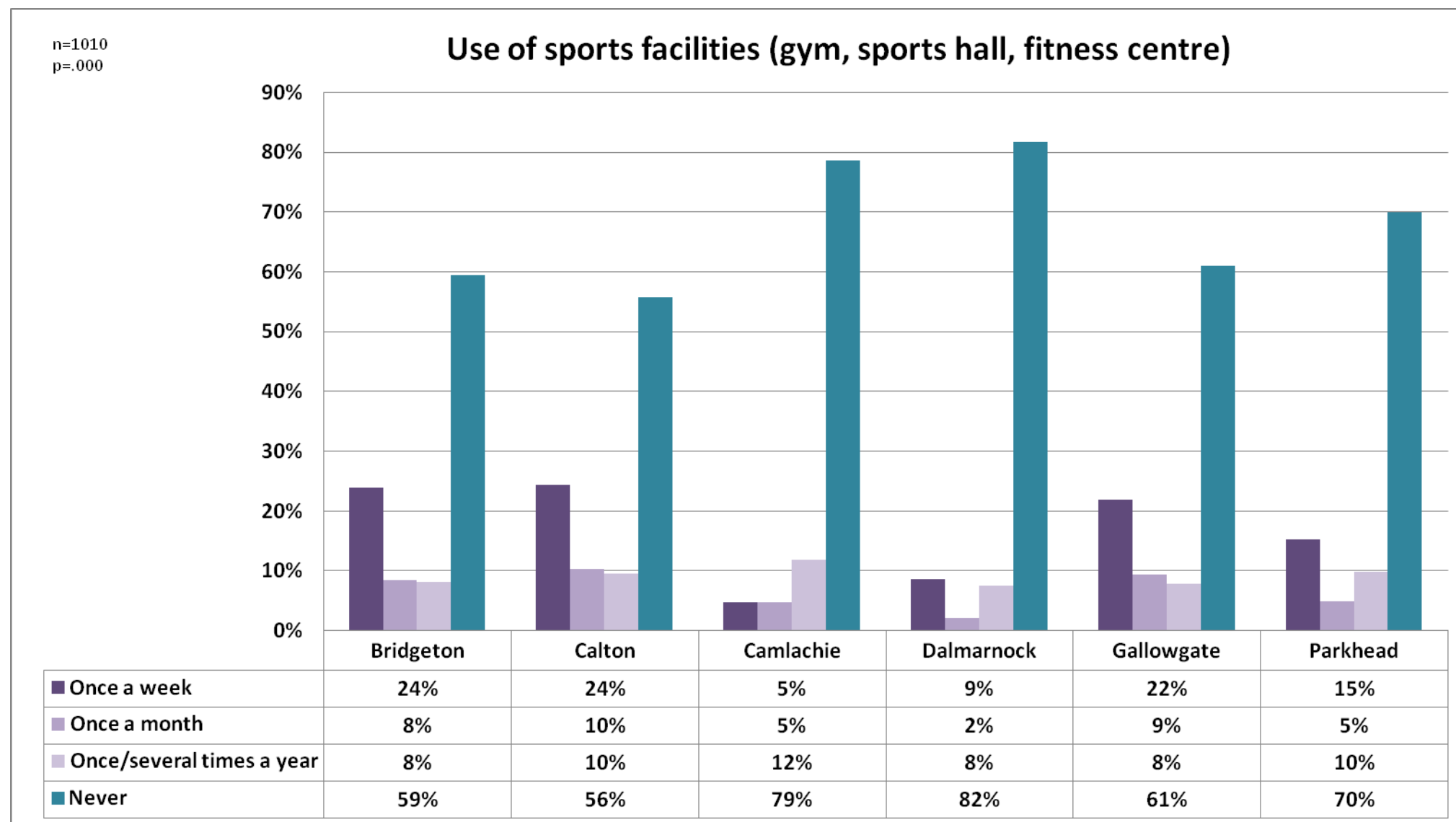
Use of a sports hall, gym or fitness centre

We asked participants how often they used a gym, sports hall or fitness centre (Figure 14).

We found:

- Rates of use of a sports facility were lowest in Camlachie and Dalmarnock, where four out of five respondents said that they never use a sports hall, gym or fitness centre.
- By contrast, in Bridgeton, Calton and Gallowgate, four in ten people said they were users of sports facilities. The highest use was in Calton, where a quarter of respondents said they used a sports facility once a week.
- Parkhead lay between these other two groupings in terms of rates of use of sports facilities.

Figure 14 Use of Sports Facilities - Gym, sports hall, fitness centre



Use of a Gym, sports hall or fitness centre in the East End

As well as asking how often interviewees used facilities, we asked those who said they used facilities, whether they had used a gym, sports hall or fitness centre in the East End (Figure 16).

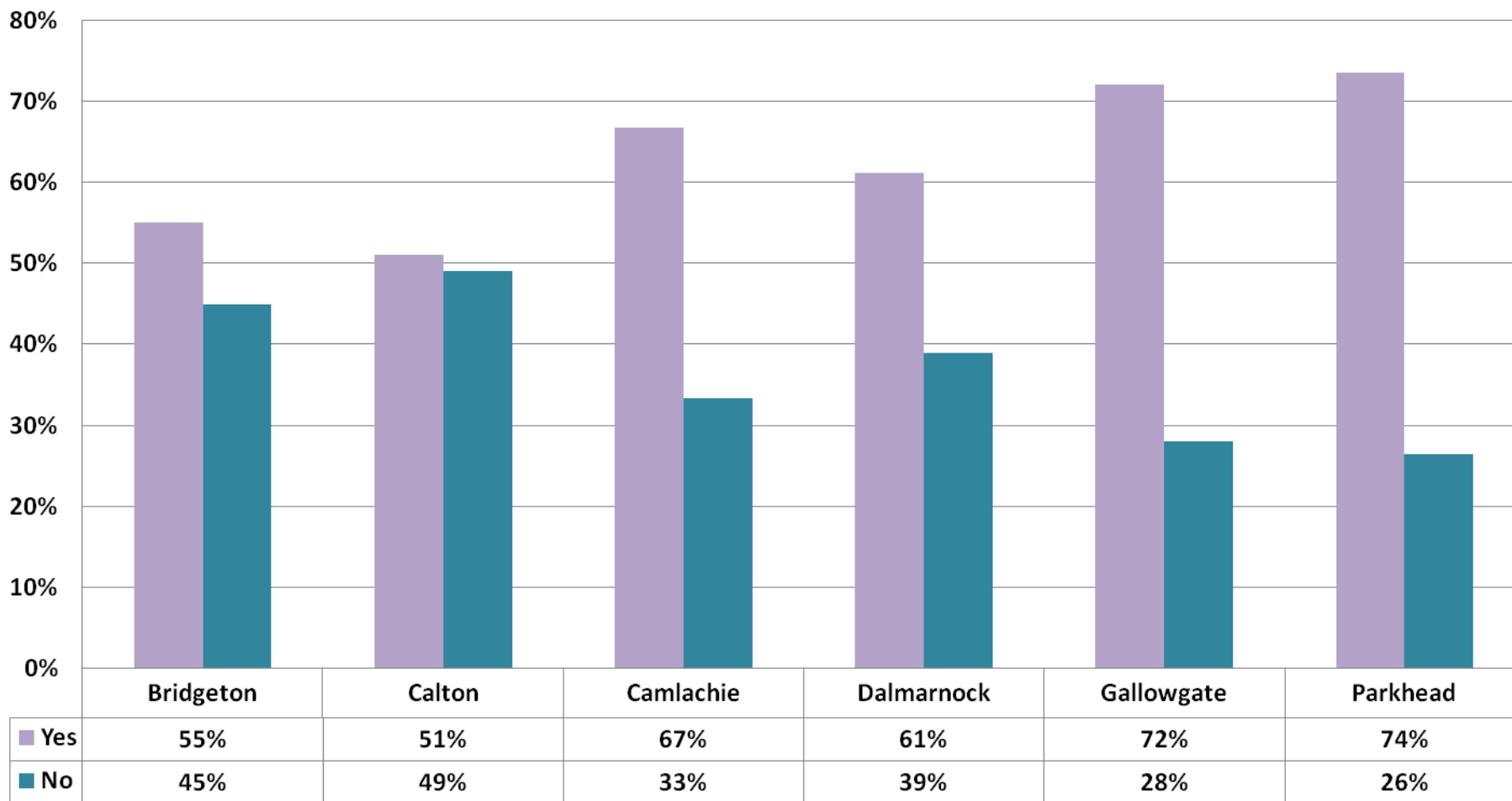
We found:

- Use of local sports facilities varied across the study area.
- Around seven out of ten users of a sports facility living in Camlachie, Gallowgate and Parkhead made use of a sports facility in the East End.
- Nearly half the users of a sports facility living in Bridgeton and Calton used a facility outside the East End. These communities have the highest rate of weekly use, and are located close to the city centre as well as having easy access to Glasgow Club Gorbals directly across the river on the south side.

Figure 15 Use of East End Facilities - Sports hall, gym or fitness centre

n=367
p=.042

Do you use or go to a sports facility in the East End?



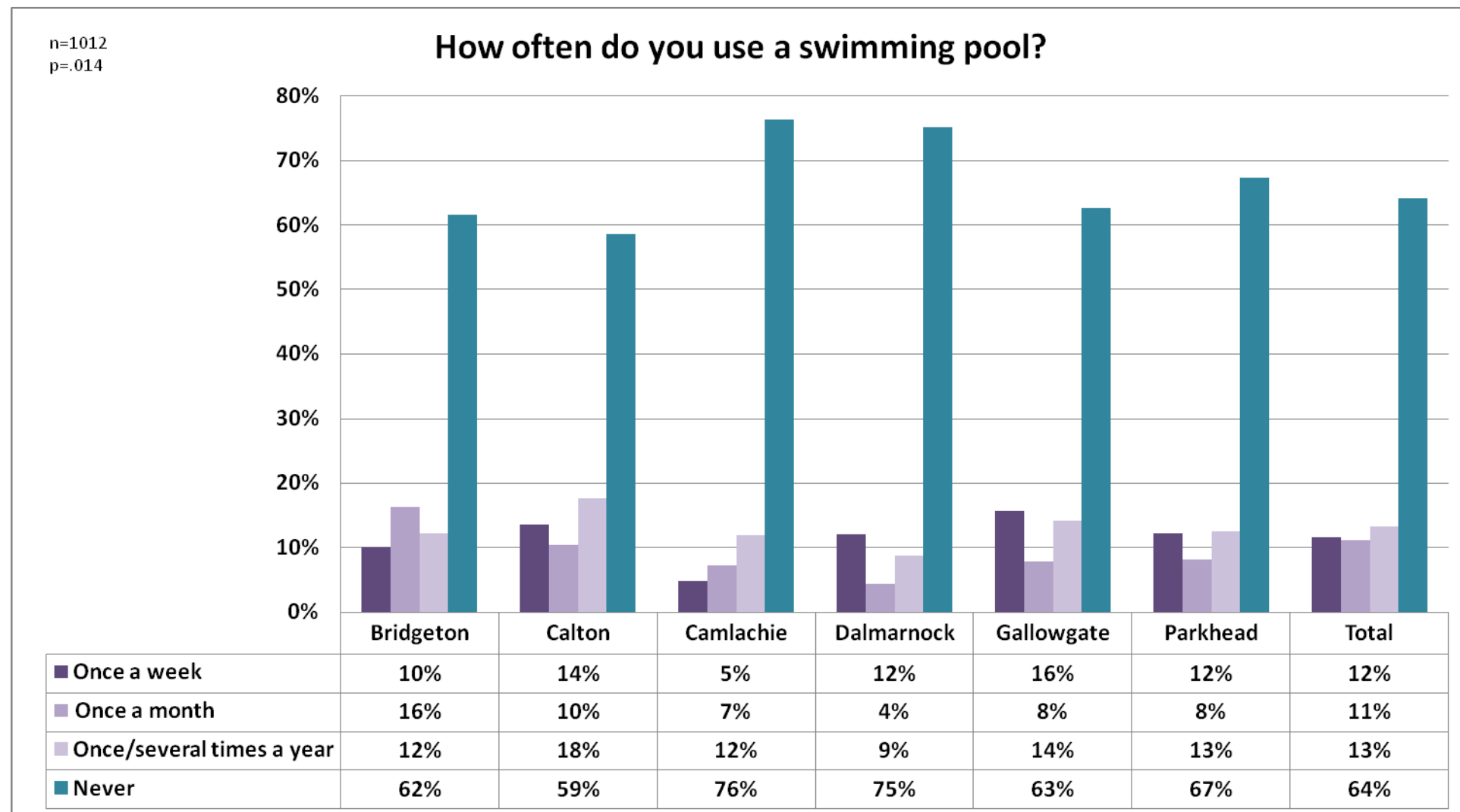
Use of a Swimming pool

We asked participants how often they used a swimming pool (Figure 15).

We found:

- Just over a third of respondents (36%) said they were users of a swimming pool. This figure for total number of people who use a pool was highest in Calton at 41%.
- Weekly use of a swimming pool was lowest in Camlachie, at 5%, but three times higher in Gallowgate at 16%. Gallowgate is located very close to Whitehill Pool, which has a 25m swimming pool for public use.
- Monthly use of a swimming pool was highest in Bridgeton at 16% of respondents. Located across the river from Bridgeton is Glasgow Club Gorbals which has a 25m swimming pool and leisure pool for families.
- Parkhead community had rates of use of a swimming pool in the middle of the range. Near to Parkhead is Tollcross Pool which has a 50m pool for public use, but this was awaiting refurbishment works for the Commonwealth Games commencing a few months after the survey in October 2012, and was shut for part of 2012 before this date.

Figure 16 Use of Sports Facilities - Swimming pool



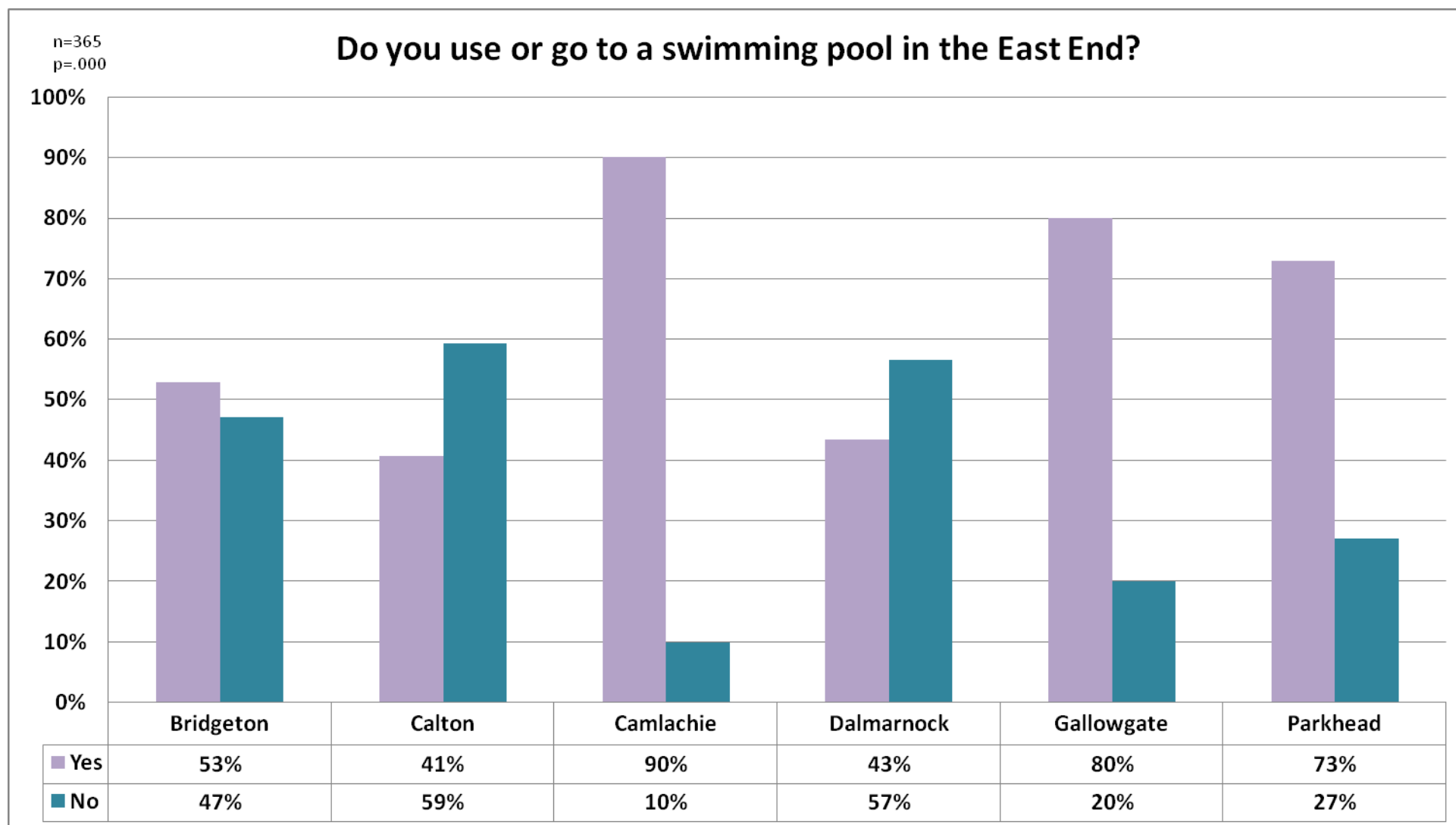
Use of a Swimming pool in the East End

We also asked participants if they had used a swimming pool in the East End of the city (Figure 17).

We found:

- Almost all users of a swimming pool living in Camlachie (90%) went to a swimming pool in the East End.
- In Gallowgate and Parkhead, the majority (70-80%) of those who used a swimming pool did so in the East End.
- In Bridgeton, Calton and Dalmarnock, the eastern and southern parts of the study area, users were more evenly divided between use of local and non-local facilities.

Figure 17 Use of East End Facilities - Swimming pool



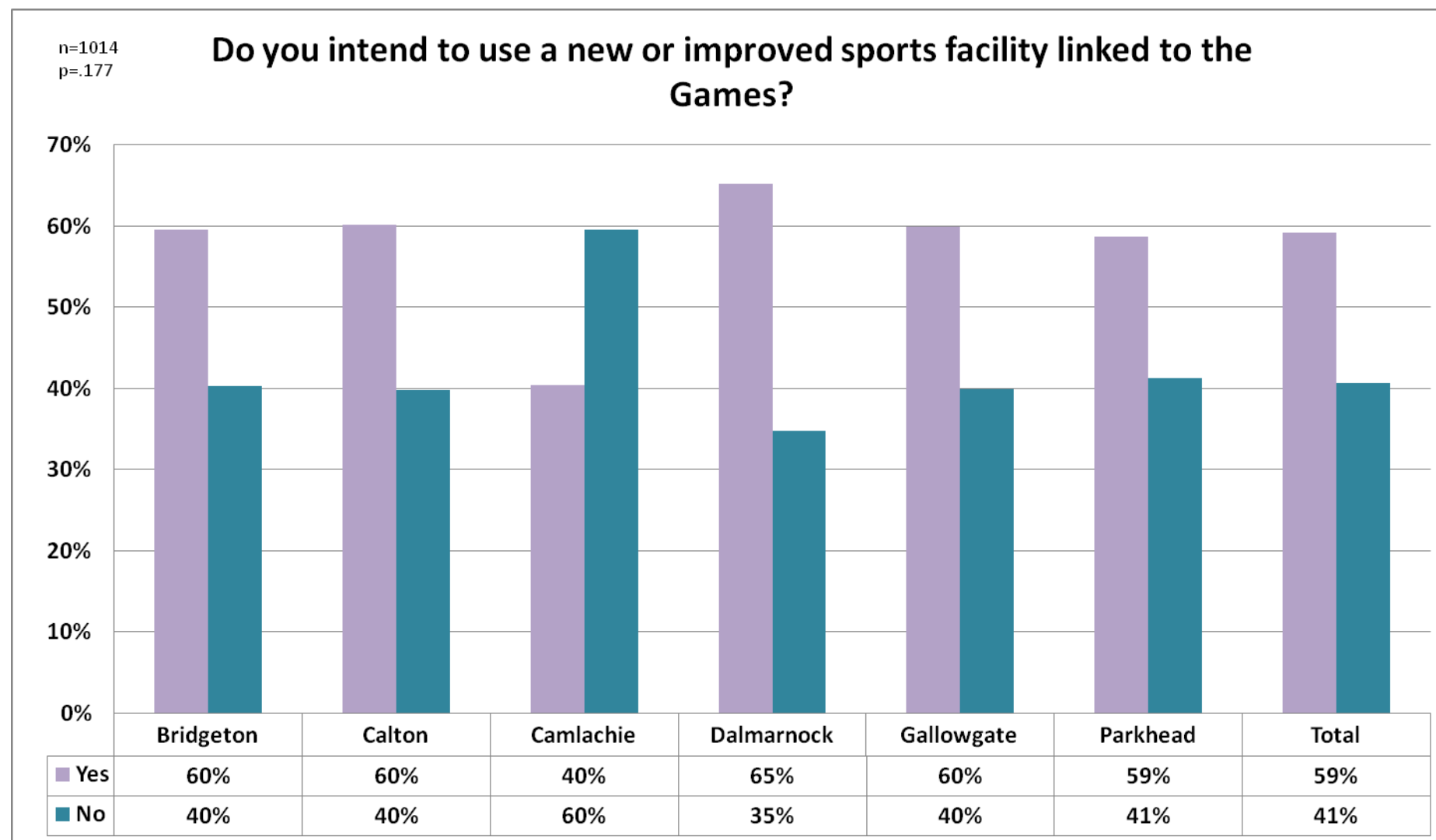
Using New or Refurbished Sports Facilities

We asked our participants if they intended to use a new or improved sports facility linked to the Games (Figure 21).

We found:

- There was interest in using new or refurbished facilities across all study areas. In most of the study communities, respondents split 60:40 between those who did, and those who did not, intend to use the new or improved sports facilities linked to the CWG.
- Although there was no statistically significant difference in interest in using new or improved facilities across the study area as a whole, in Dalmarnock, the proportion of intending users was slightly higher, at 65%, the community located closest to the new Emirates Arena.
- The reverse was the case in Camlachie, where 60% of respondents said they did not intend to use the new or refurbished sports facilities, and only 40% said they would.

Figure 18 Intention to use new or improved sports facilities



5: The Commonwealth Games

This section outlines respondents' attitudes towards and expectations of the CWG.

Data presented will include:

- Attitude towards Glasgow's hosting of the CWG
- Perceived benefits to the household; and
- Perceived benefits to the local area.

Glasgow's Hosting of the Commonwealth Games

We asked our participants 'How do you feel about Glasgow hosting the 2014 Commonwealth Games?' (Figure 18).

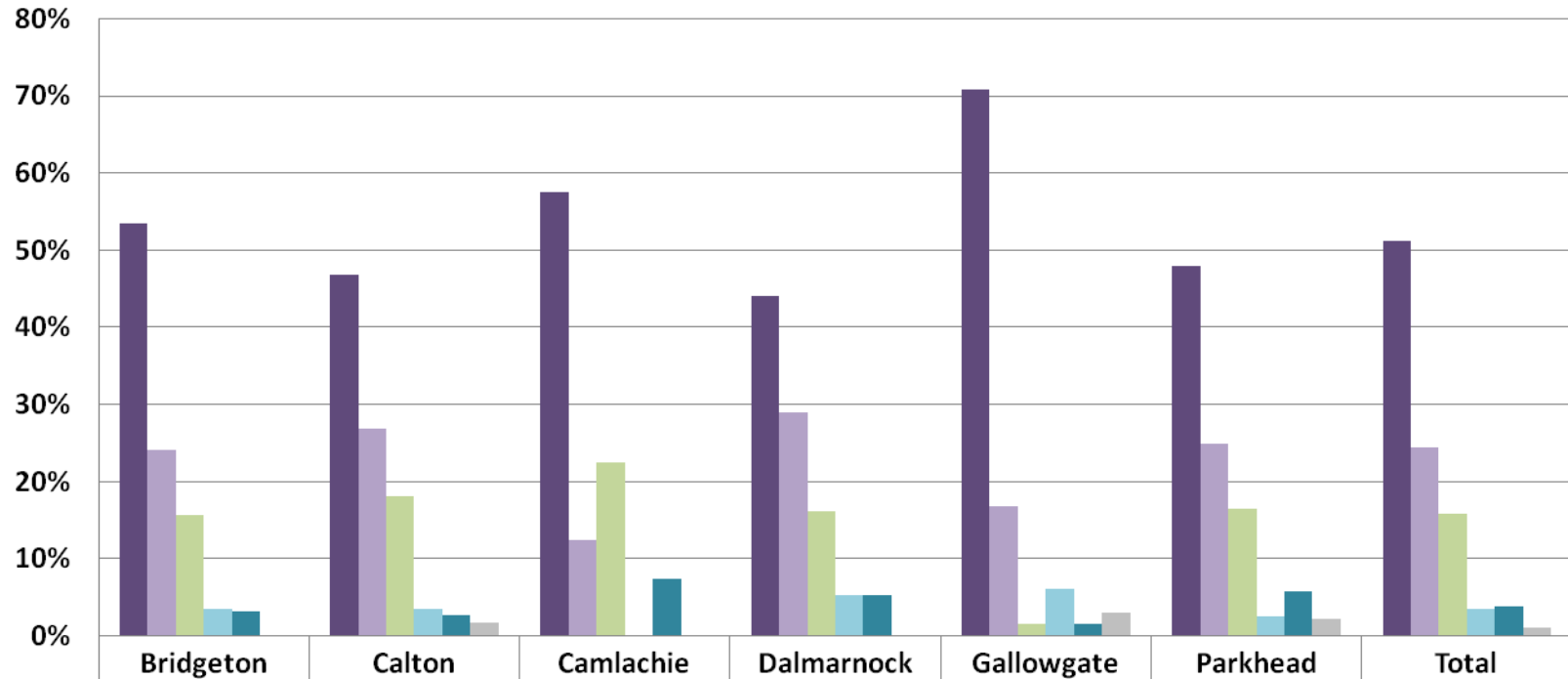
We found:

- The largest category in all study communities was *strongly supportive*. However, although half of all participants (51%) were *strongly supportive* there was considerable variation between different neighbourhoods in the percentage of interviewees who chose this option. Figures ranged from 71% of residents in Gallowgate to 44% in Dalmarnock.
- Across the six neighbourhoods, between 70% (Camlachie) and 88% (Gallowgate) of interviewees said they were *strongly or slightly supportive*.
- Dalmarnock had the highest proportion of interviewees (11%) who were *strongly or slightly* against the hosting of the CWG. This is the community most disrupted by preparations for the Games. In the remaining neighbourhoods, the opposition to the Games ranged from 6% in Calton and 7% in Bridgeton to 8% in Camlachie, Gallowgate and Parkhead.

Figure 19 Pre-Games Public Support for the Commonwealth Games

n=1012
p=.009

How do you feel about Glasgow hosting the 2014 CWG?



Strongly supportive	53%	47%	58%	44%	71%	48%	51%
Slightly supportive	24%	27%	13%	29%	17%	25%	24%
Neutral	16%	18%	23%	16%	2%	16%	16%
Slightly against	4%	4%	0%	5%	6%	3%	4%
Strongly against	3%	3%	8%	5%	2%	6%	4%
Don't know	0%	2%	0%	0%	3%	2%	1%

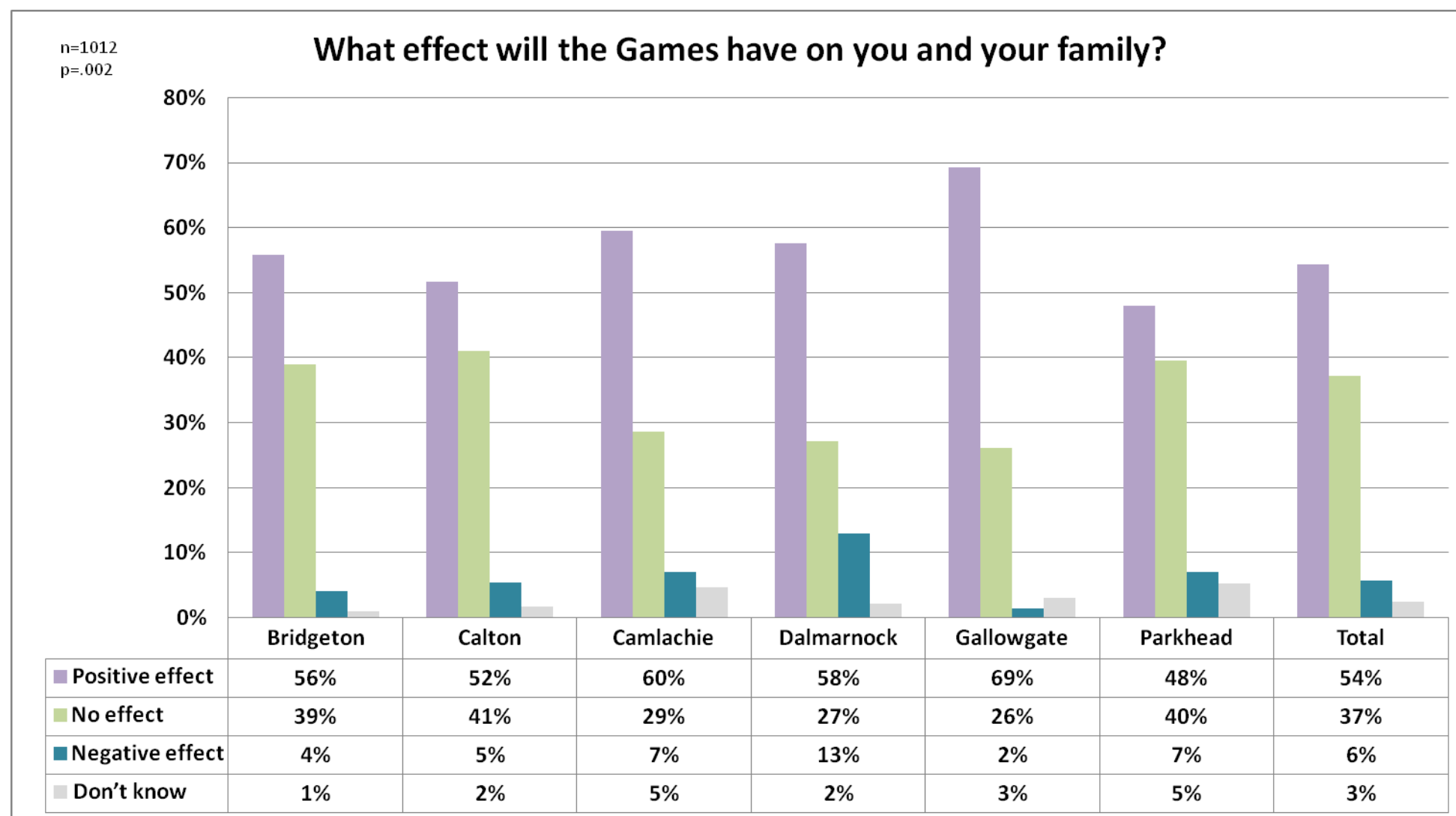
The Commonwealth Games - You and your family

Interviewees were asked 'Do you think the Commonwealth Games will have a positive or negative effect upon you and your family? (Figure 19).

We found:

- The largest group (54%) of respondents thought the CWG would have a positive effect upon them and their families. Expectations of a positive effect were most common in Gallowgate, at 70%.
- Only a small number of respondents (6%) thought the CWG would have a negative effect upon them and their families. In Dalmarnock, the number of people who expected a negative effect upon themselves was twice the average, at 13%.
- In Bridgeton, Calton and Parkhead, two-in-five respondents thought the CWG would have no effect upon them either way; however, in all these communities, the largest group was still those expecting a positive impact.

Figure 20 The Commonwealth Games - You and your family



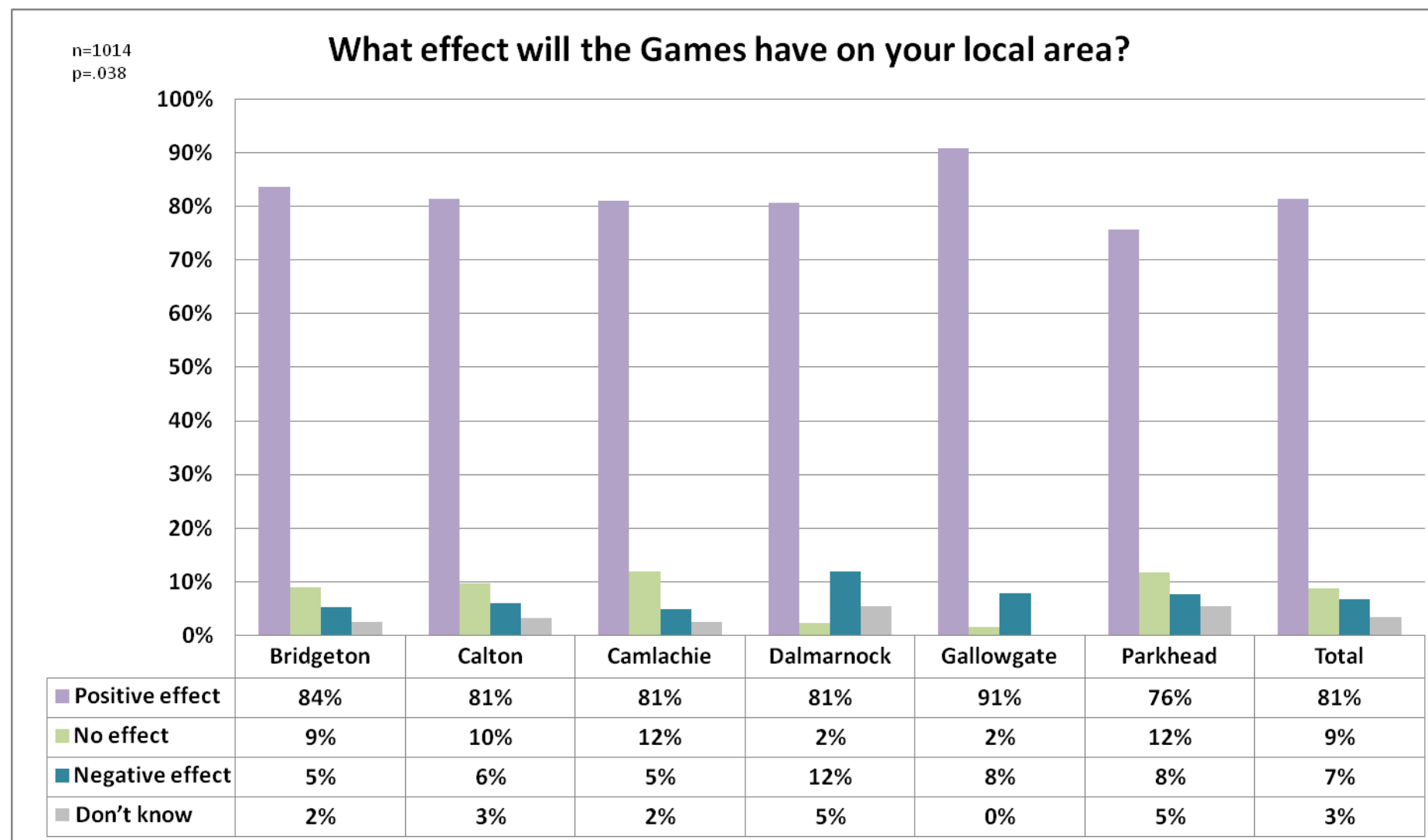
The Commonwealth Games - Your local area

Interviewees were asked 'Do you think the Commonwealth Games will have a positive or negative effect upon your local area? (Figure 20).

We found:

- More people, four-out-of-five, thought the CWG would have a positive effect upon their area, than thought they would have a positive impact upon themselves and their families. This expectation of a positive area effect was fairly uniform across all the study communities, only dropping slightly in Parkhead.
- Only in Dalmarnock did more than one-in-ten people expect a negative effect of the CWG upon their local area.

Figure 21 The Commonwealth Games - Your local area



Conclusion

In this section, we give an overview of the findings across the three main areas of inquiry: pre-existing neighbourhood conditions and participant health status; perceptions and use of amenities for sports and physical activity; and, attitudes towards and expectations of the Commonwealth Games.

Neighbourhood Conditions and Health Status

The study area varies between communities in terms of pre-existing neighbourhood conditions and pre-existing health and exercise status.

Dalmarnock stood out as having the worst neighbourhood conditions according to residents' perceptions in 2012, in terms of amenities and physical environment, including shops, public transport and vacant/derelict land. In terms of the social environment, Gallowgate and Parkhead were the places where feelings of safety at night were worst.

Communities to the north of the study area - including Calton, Gallowgate and Parkhead - had the best public amenities according to residents' perceptions, in terms of shops and public transport. In the community of Camlachie, also in the northern half of the study area, residents were the most positive in terms of recent neighbourhood change and in terms of safety at night. This community, uniquely in our study area, consists of housing almost entirely owned by one social landlord, and has the most stable group of residents.

One aspect of the environment which did not vary between communities was that rubbish and litter lying around was reported as a problem to a similar degree right across the study area.

Self-rated health was relatively poor across the study area, but was also worse in Camlachie and Dalmarnock, with the prevalence of long-term health problems also being highest in these two communities. Dalmarnock and Gallowgate also had the

lowest levels of exercise behaviour. At the other end of the spectrum, Calton had the lowest prevalence of long-term illness and the highest rate of regular exercisers.

Amenities for Sports and Physical Activity

Across four types of local amenity for physical activity or sport, Bridgeton and Calton stood out as having the better quality amenities according to residents' ratings, and Dalmarnock and Camlachie the worst.

Bridgeton, which is located adjacent to the city centre and to Glasgow Green, had amongst the highest resident ratings for all four items - sports facilities, parks, tracks and play areas. Calton, also located near the city centre and fairly close to Glasgow Green, had amongst the highest ratings for two of the items - sports facilities and parks. The highest resident rating for sports facilities was found in Gallowgate, which is closer to Glasgow Life facilities than the other study communities.

Dalmarnock had amongst the worst resident ratings for all four sports and physical activity amenities when the survey was conducted in 2012, (before the new facilities provided for the CWG were open), whilst this was also the case for Camlachie in respect of parks and tracks.

Use of the amenities closely paralleled residents' ratings. Thus, the highest use of sports facilities was by residents in Bridgeton, Calton and Gallowgate; the first two of these areas also had the highest rate of use of a swimming pool. The lowest rates of use for sports facilities and swimming pools were in Camlachie and Dalmarnock. However, whilst the majority of residents in Dalmarnock said they intended to use the new CWG facilities in the future, only a minority intended to do so in Camlachie, even though both communities are located near to the new Emirates Arena, albeit Dalmarnock is slightly closer.

Attitudes to the Commonwealth Games

Support for the hosting of the CWG was high across all the study communities, with seven out of ten or more residents supportive. Opposition to hosting the Games was highest in Dalmarnock, the community most affected by Games developments, but even here the majority of participants supported the hosting of the Games.

In all six study communities, residents' expectations of a positive effect from the Games were greater in respect of area impacts than of impacts upon themselves and their families. In both cases, expectations of a negative impact were higher in Dalmarnock than in any other community, at around 1-in-8 people expecting the Games to have a negative impact upon either the area or their families. Equally, in the case of both area and family impacts, expectations of a positive effect were highest in Gallowgate.

Summary

We have found that some conditions are fairly uniform across the study area and study communities, such as problems with litter and poor health. Other conditions varied across the study area, for example local amenities and services seemed generally considered to be better in the northern part of the study area. But when it came to amenities for sport and physical activity, the main difference was a west-east one, with the communities located nearest to the city centre being seen as better served better than those to the east.

Dalmarnock, the community most affected by Games- and regeneration-related developments around the time of the survey in 2012 and subsequently, stood out as the area considered by residents to have the worst physical conditions, neighbourhood amenities and sports facilities. The scope for impact from new and refurbished sports facilities is high, since the two communities closest to some of the Games developments - Camlachie and Dalmarnock - recorded the lowest levels of use of sports facilities in the pre-Games period.

Optimism about the CWG was widespread and dominant across all six study communities. However, although relatively low, opposition to the Games and pessimism about its impacts upon the people and the place of the East End were highest in the community most directly affected, Dalmarnock. This raises interesting questions about perceived impacts of the Games after the event, which we shall be exploring in the post-Games 2014 follow-up survey.

ⁱ In addition to the response rate of 9.8%, there were 7.9% of valid addresses in the study area where we made contact with the occupant yet no interview was achieved despite there being no declared non-participation in the study, i.e. the occupant either never made a firm arrangement for interview or did not keep any arrangement(s) made. Refusals totalled 43.1% and non-contacts were 39.2%. The main factors identified as affecting the survey response were: security concerns in the area and the prevalence of bogus callers; a recent police campaign advising residents not to answer the door to cold callers; survey fatigue and some cynicism about researcher in the area making any difference to people's lives; the advent of several major sporting and other events during summer 2012, which meant people were busy with other things.

The achieved sample is weighted by age, gender, housing tenure and study sub-area. Comparisons made during the weighting process showed that the sample was very representative of the population in these regards, with the differences between sample and population proportions typically ranging from 3% to 6% per category.

We have also checked to see whether our sample may have influenced the attitudinal responses we have collected from participants. In statistical tests of respondents' attitudes to the Commonwealth Games, we found no differences in attitudes according to either the number of door-knocks or contacts it took to achieve an interview, in other words, easier to reach and harder to reach respondents did not differ in their attitudes to the Games.